

FIG. 1

Software Architecture

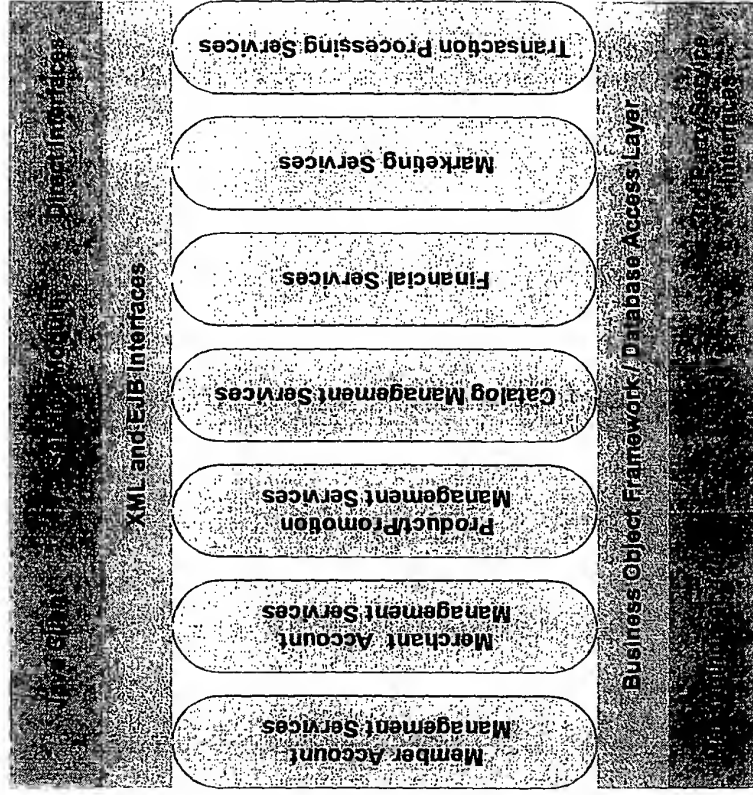


FIG. 3

Value Creation and Redemption Products

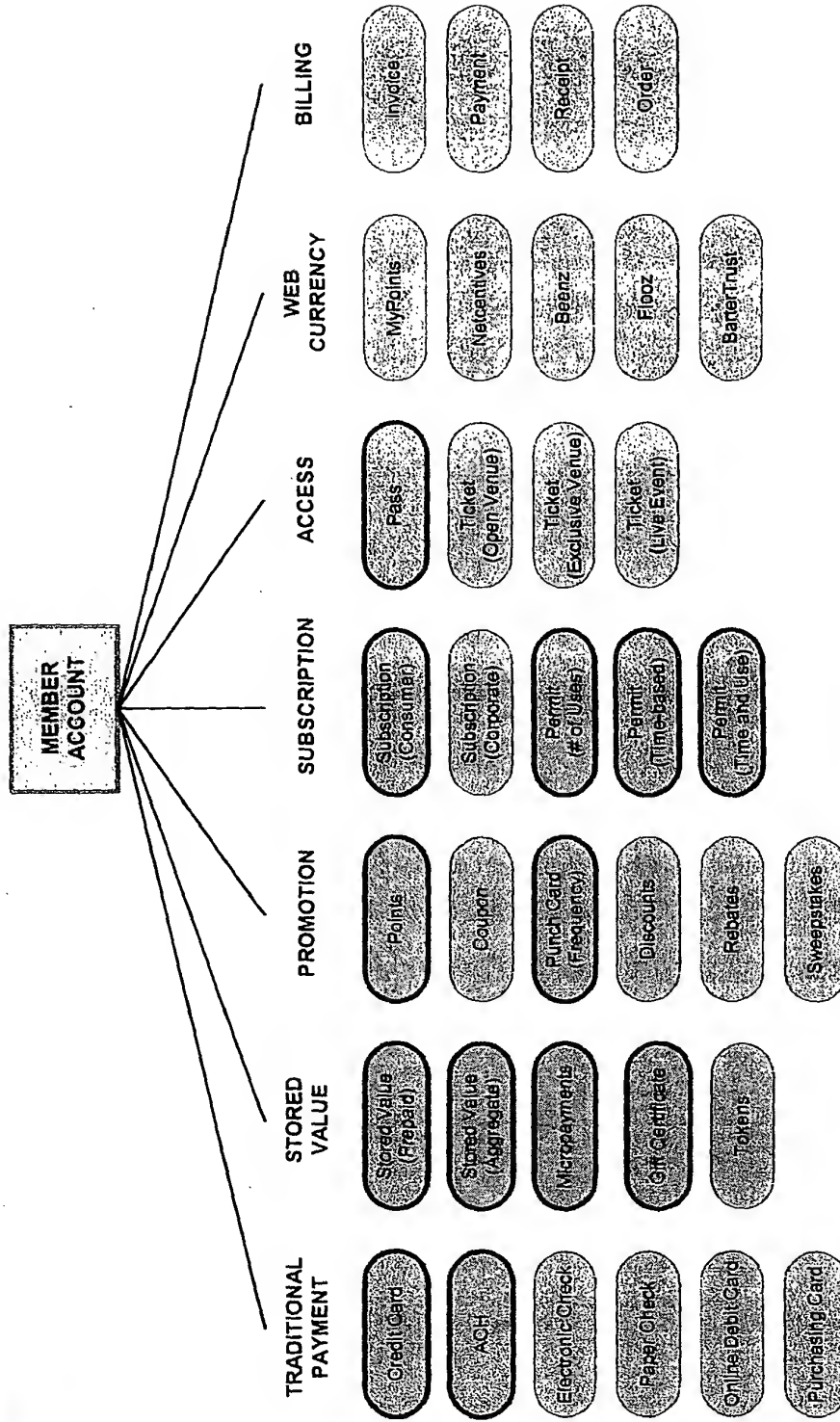


FIG. 4A

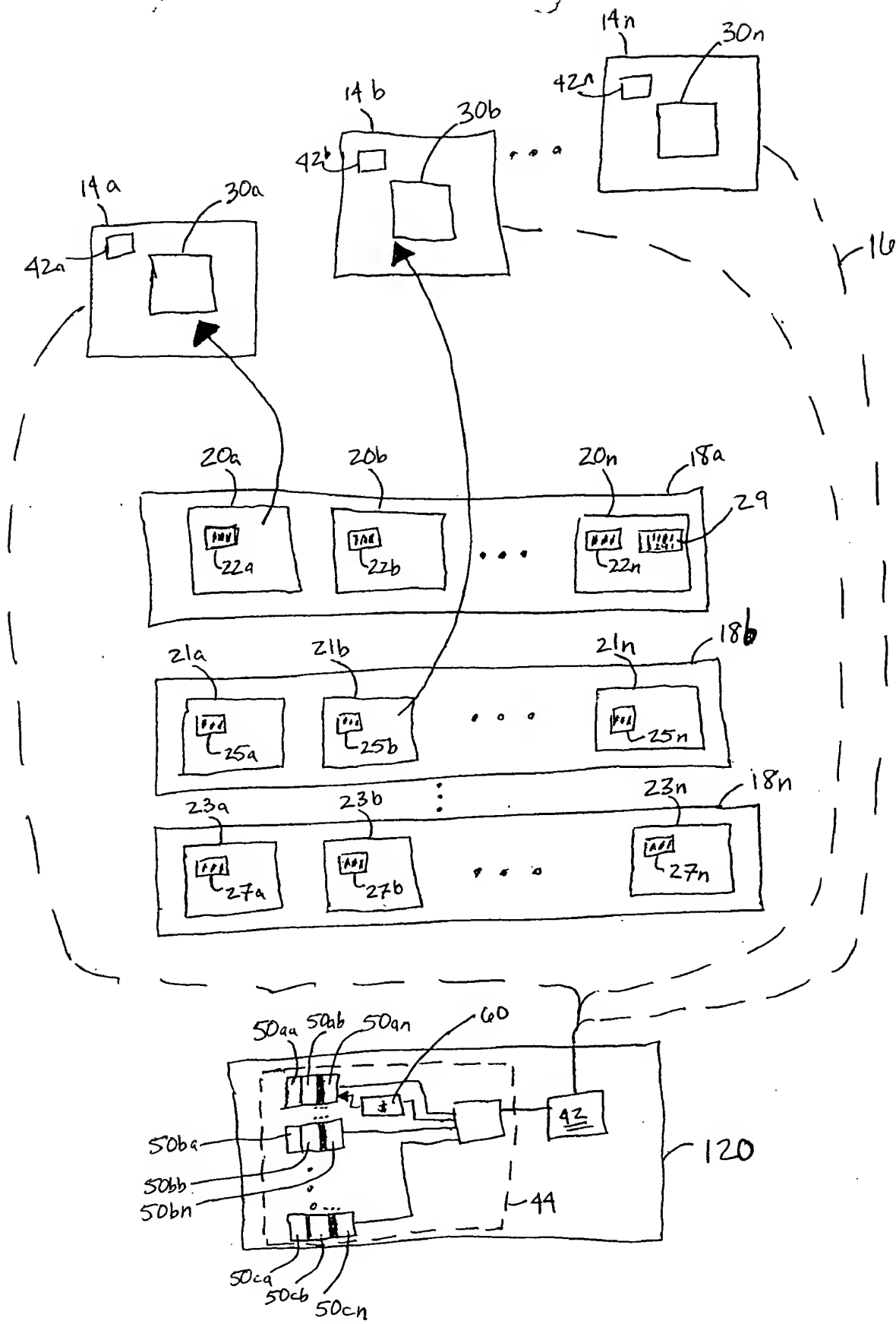
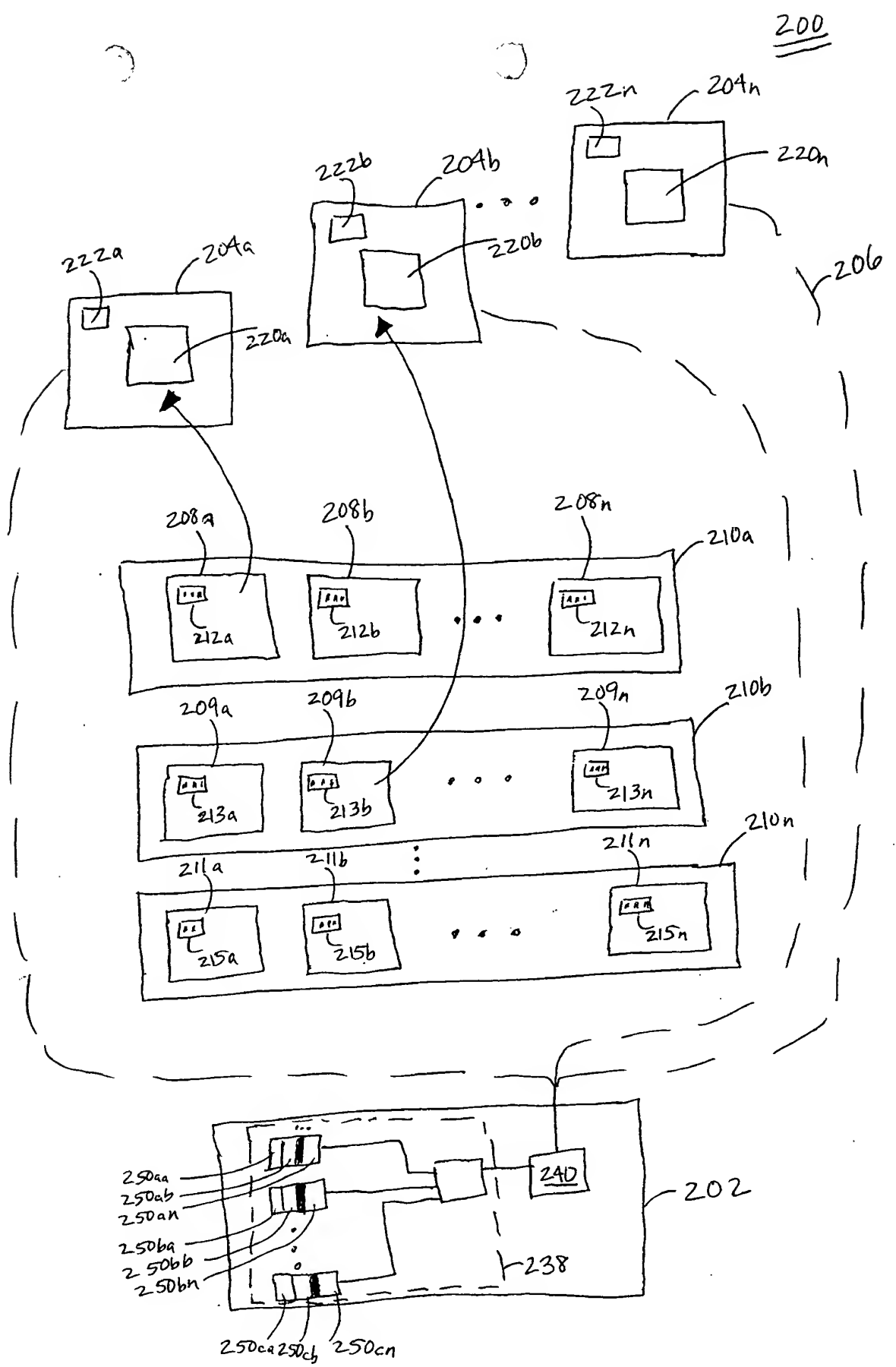


FIGURE 4B



FIGURE

Product and Purse Relationships

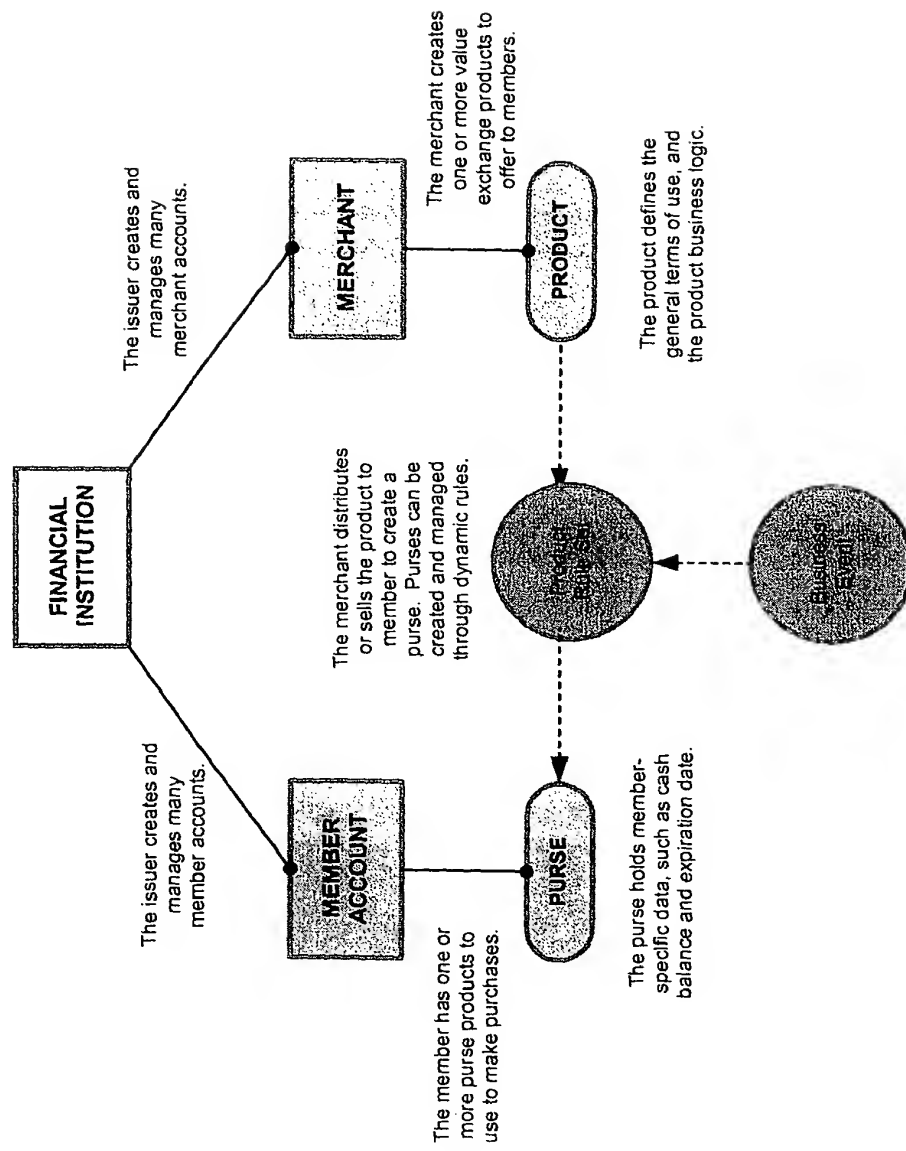
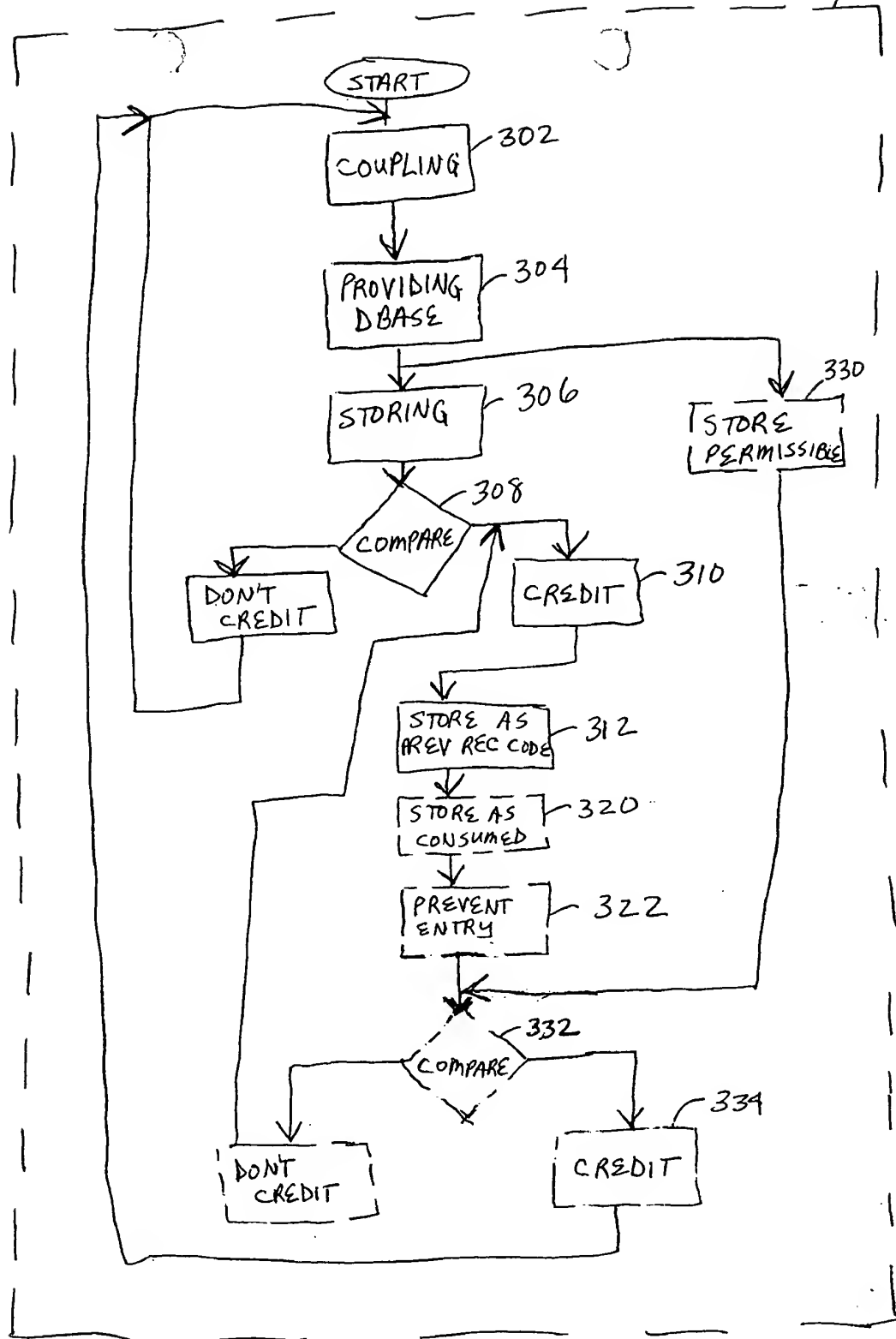
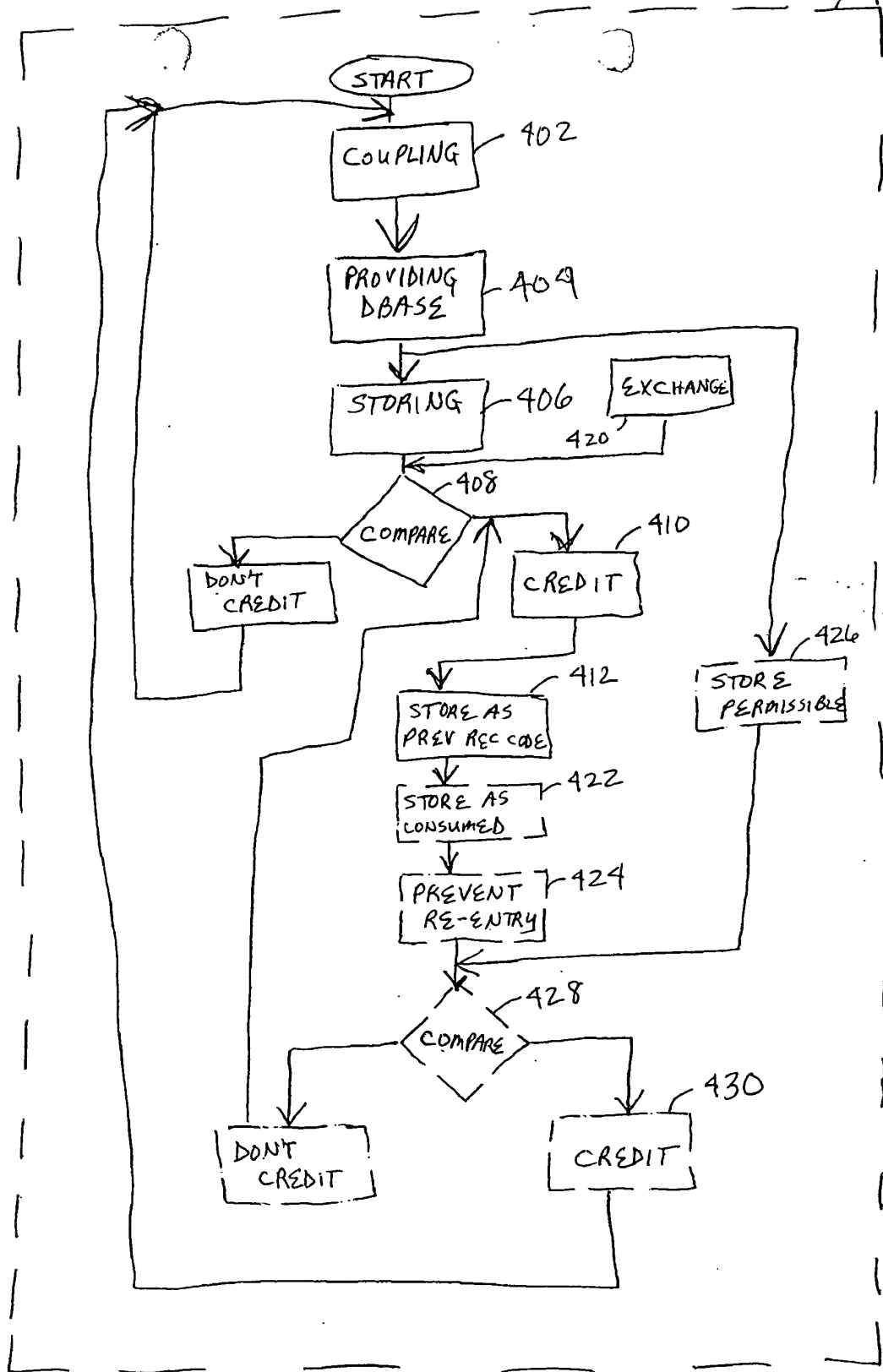


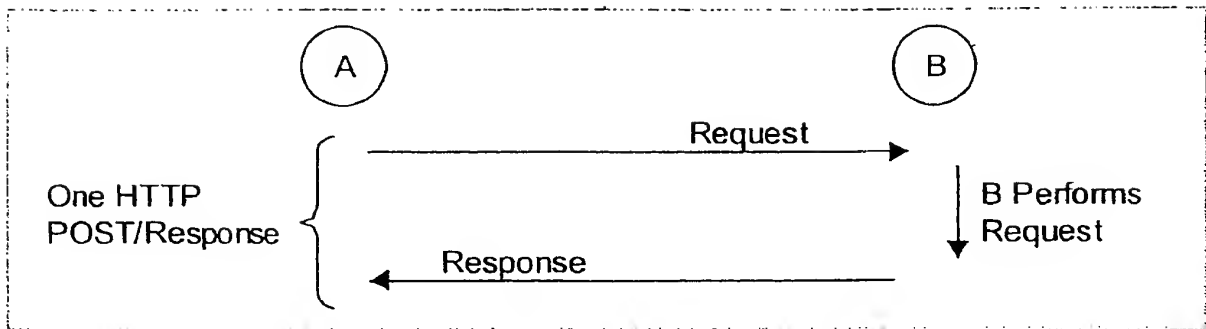
FIG. 5A



FIGURE



FIGURE



Example of a Single Request-Response Transaction

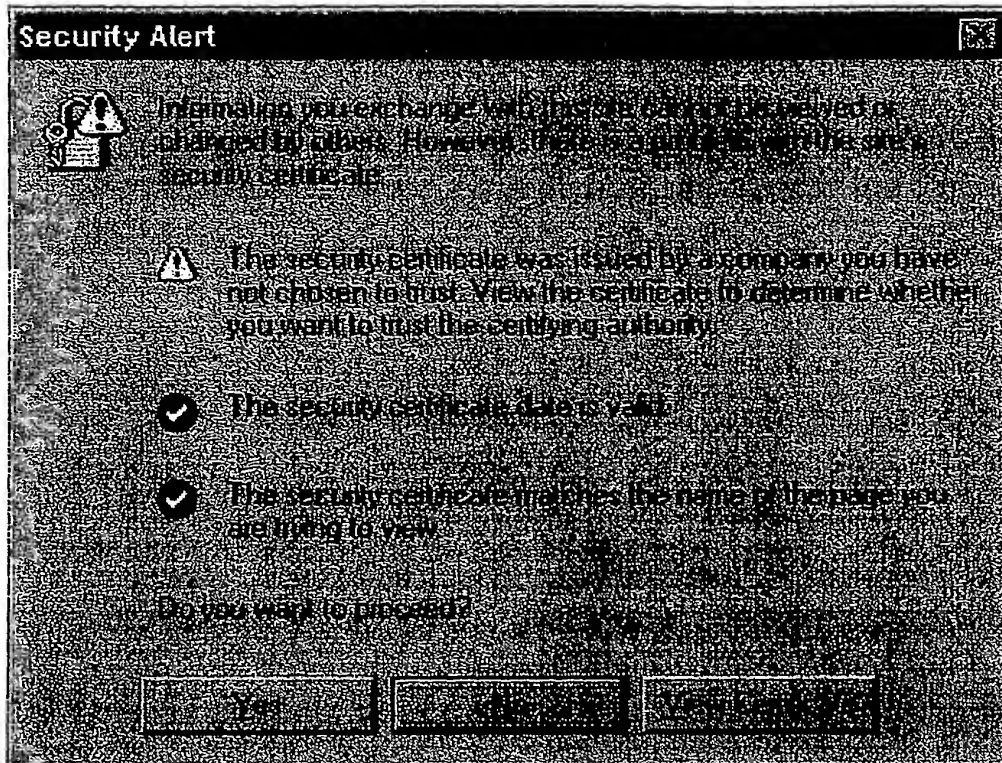


FIG.

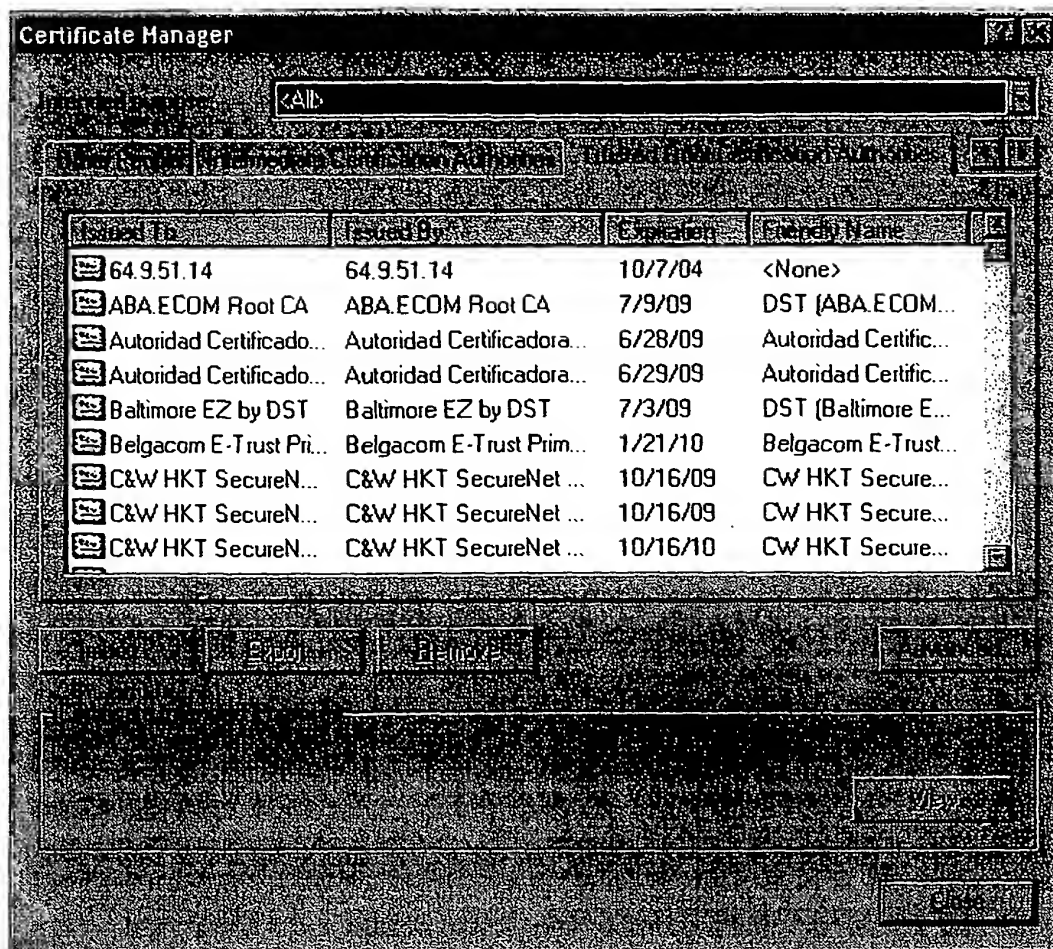


FIG.

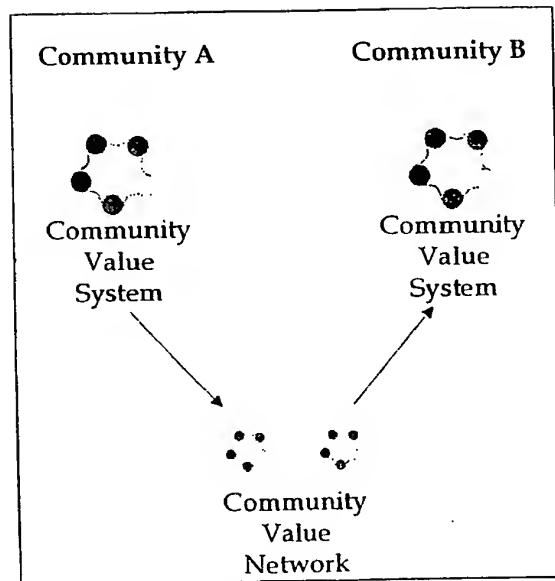


FIG. 9

Community Value Network with Single Shared Value System

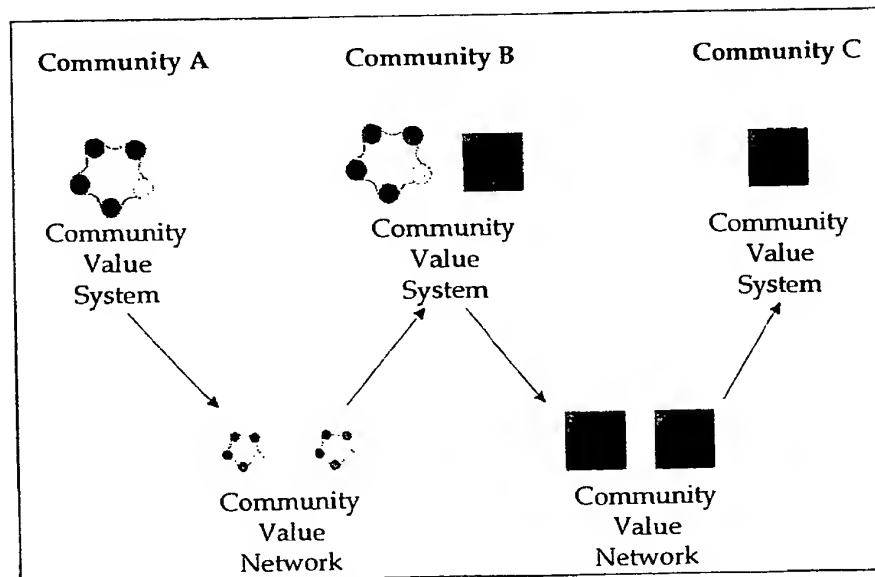
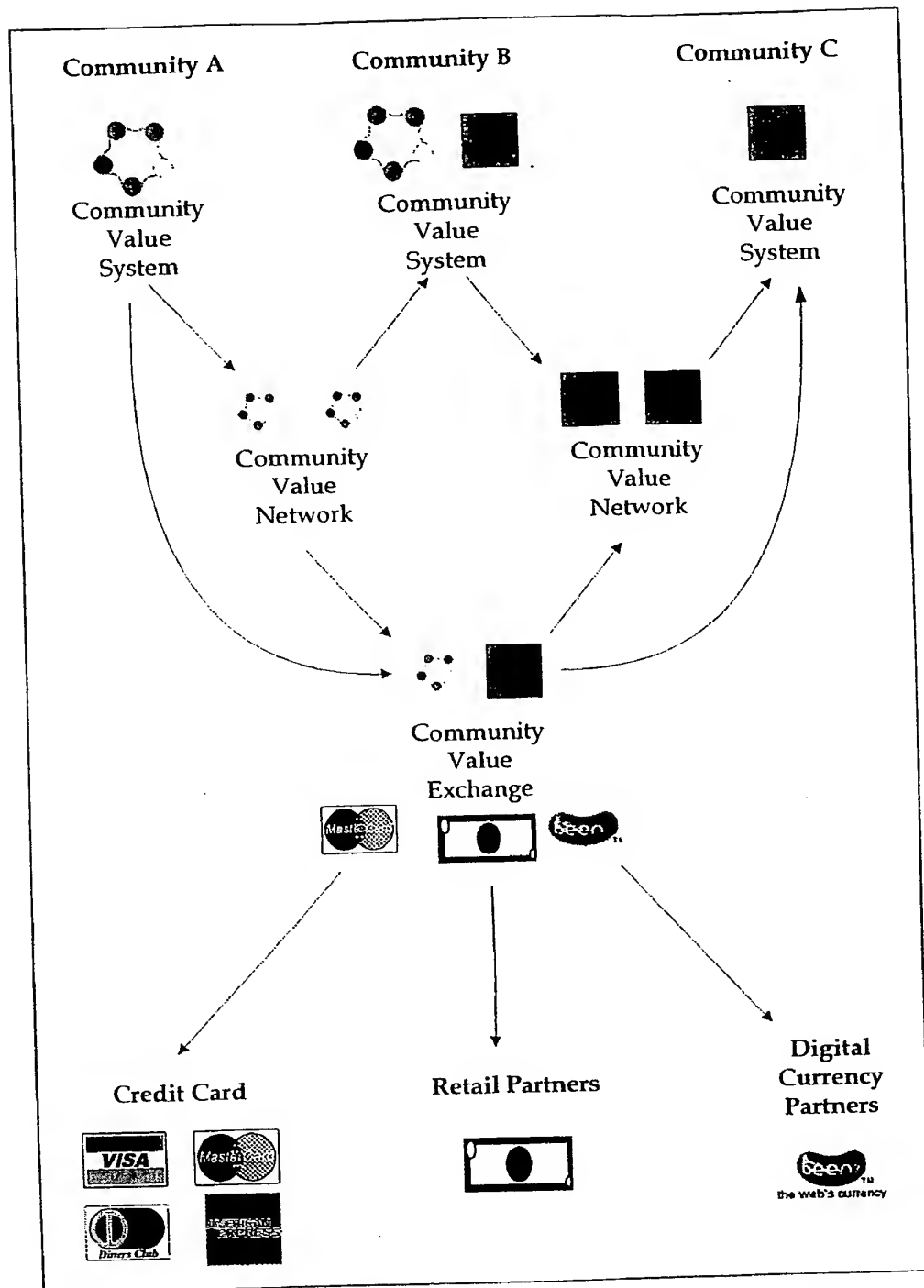


FIG. 10

Community Value Network with Multiple Shared Value System and Two Networks



Community Value Exchange: External Value Systems

Valexia Demo Report Web Site

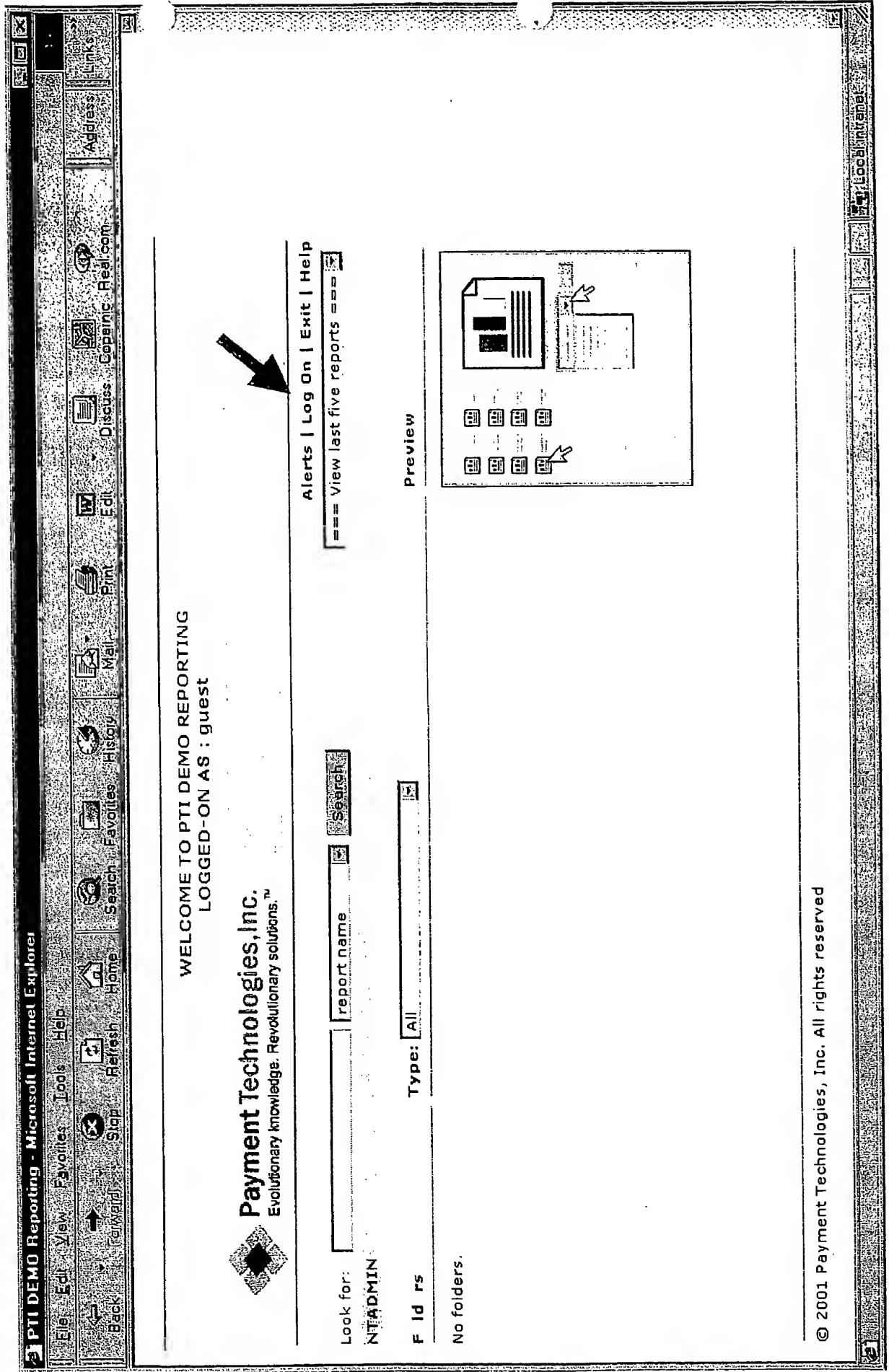


FIG. 12

Secure Web Based Reporting

User and Group

Management :

- ☐ Report / Folder Level
- ☐ Calendar Restrict / Management
- ☐ Scheduling Management

Password Management :

- ☐ Disable after "x" failed logons
- ☐ Auto re-enable after "x" minutes
- ☐ Change after "x" days
- ☐ Password reuse limits
- ☐ Format enforcement, length, mixed case, number and not like user-id.

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Chase Merchant Services - Logon - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discard Links Address

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Welcome!
Cancel | Help

Log On

Existing User

APS Name: NTADMIN

User Name: jsmith

Password: Enterprise

Authentication: Log On

Done

Customizable Report Categories (Folders)

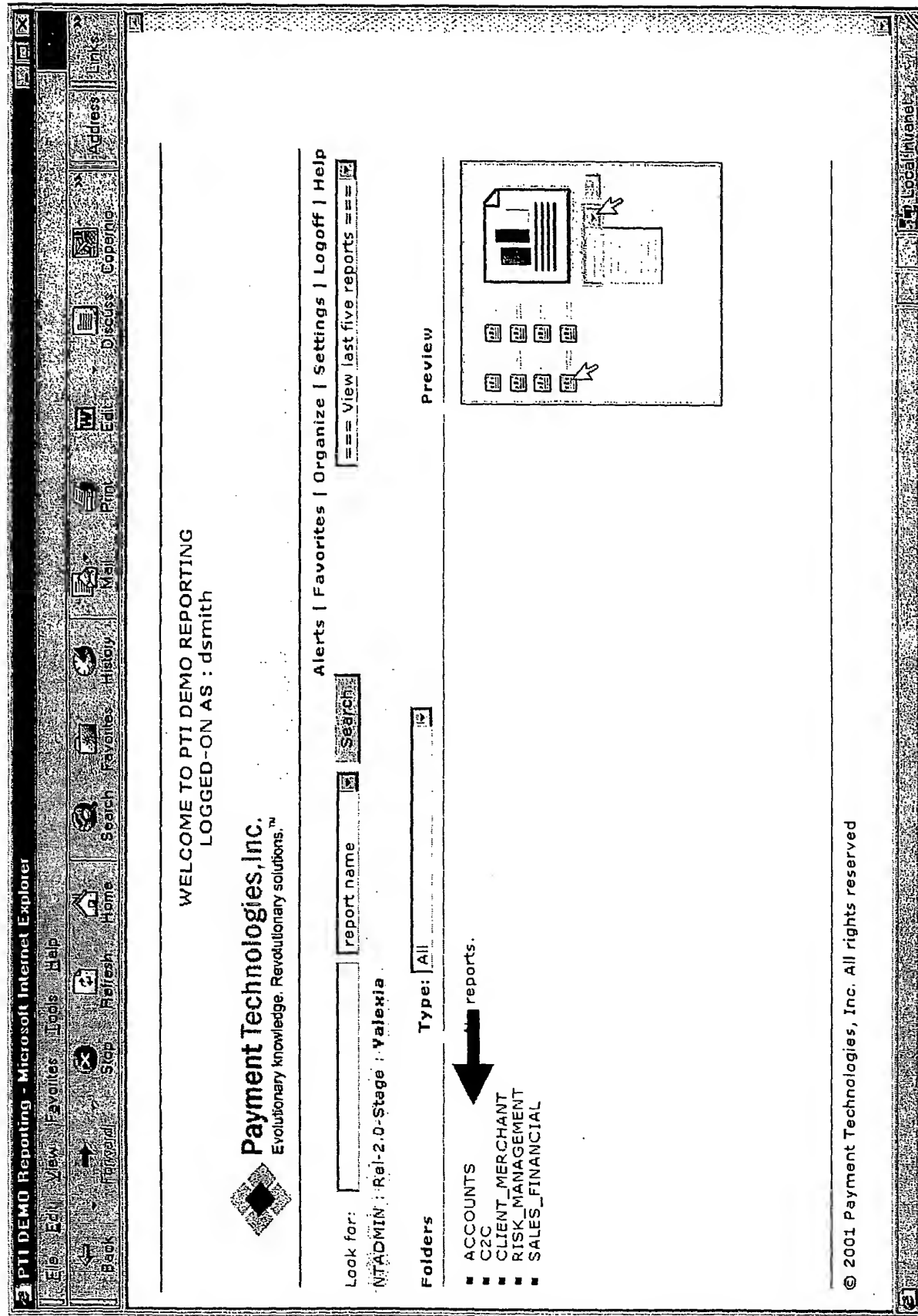


FIG. 14

Customizable Report Categories (Folders)

PTI DEMO Reporting - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Copying Links

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WELCOME TO PTI DEMO REPORTING
LOGGED-ON AS : dsmith

Alerts | Favorites | Organize | Settings | Logoff | Help

Look for:

report name

Search

NTADMIN : Rel-2.0-Stage : Valexia : ACCOUNTS

Folders

Type: All

No folders.

Account Balance Distribution
9/27/01 4:01:17 AM
rptadmin
Instances: 6

Account Balances Average
9/27/01 4:03:15 AM
rptadmin
Instances: 6

Account Balances Top N
9/1/01 8:29:19 AM
rptadmin
Instances: 1

Balance by Status
9/27/01 4:04:25 AM
rptadmin
Instances: 6

Accounts Referred by Another Member
rptadmin
Instances: 0

Enrollments by day
9/27/01 4:05:17 AM
rptadmin
Instances: 6

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Schedule

View

Schedule History

View Latest Instance

Pages: PREVIOUS 1 2 NEXT

Local intranet

FIG. 15

Report Scheduling Capabilities

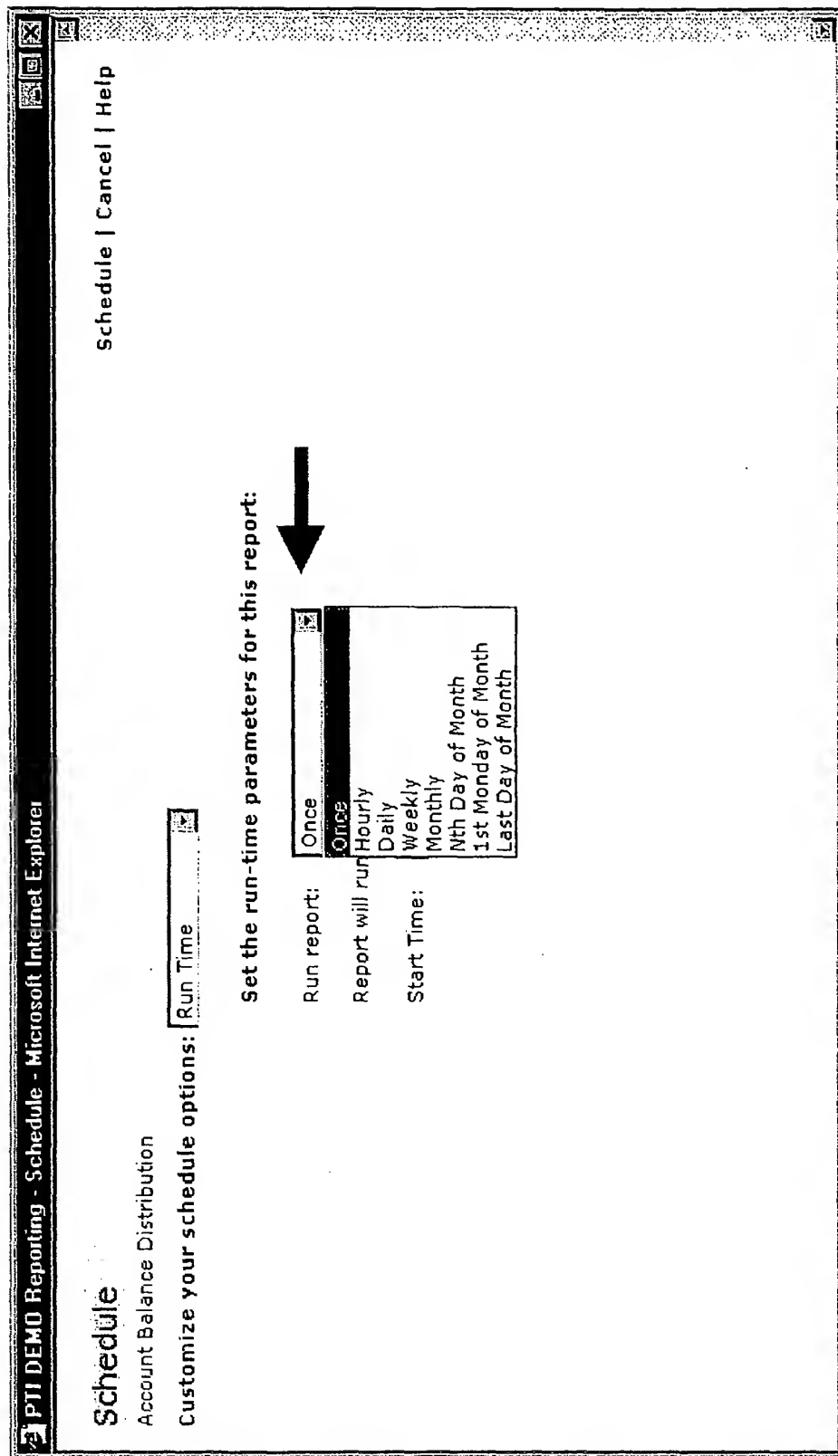


FIG. 16

View Historical Report Instances

PTI DEMO Reporting - History - Microsoft Internet Explorer

Refresh | Cancel | Help

History

Account Balance Distribution

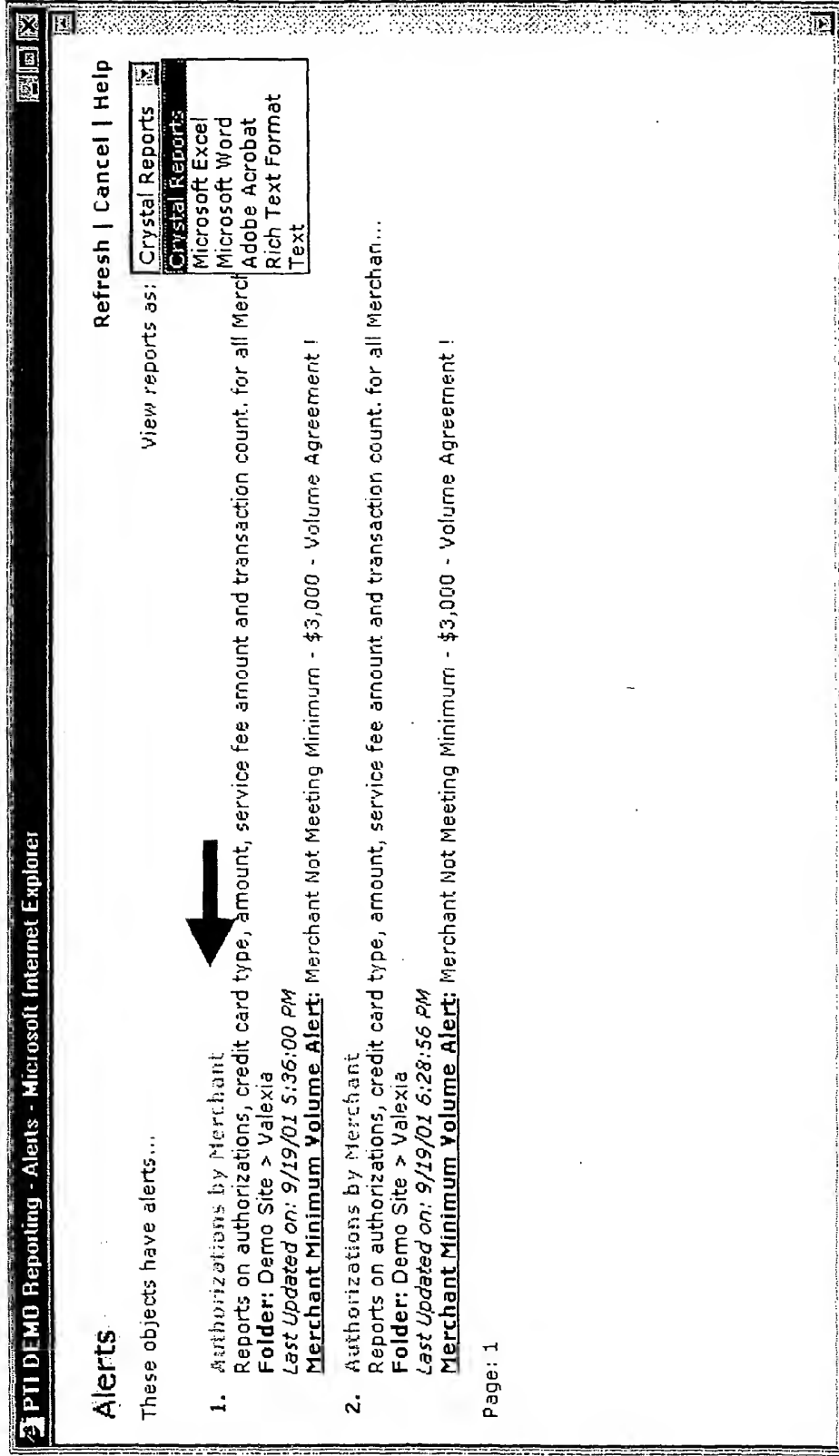
Schedule Time:

Schedule Time	Run By:	Parameters:	View reports as:	Result
9/27/01 4:01:17 AM	Administrator	, GoBirds, DateTime(2000, 1, 1, 0, 0, 0)	Crystal Reports	Success
9/26/01 11:27:20 AM	Administrator	, GoBirds, DateTime(2000, 1, 1, 0, 0, 0)	Crystal Reports	Success
9/25/01 4:01:06 AM	Administrator	, GoBirds, DateTime(2000, 1, 1, 0, 0, 0)	Crystal Reports	Success
9/24/01 4:01:18 AM	Administrator	, GoBirds, DateTime(2000, 1, 1, 0, 0, 0)	Crystal Reports	Success
9/23/01 4:01:15 AM	Administrator	, GoBirds, DateTime(2000, 1, 1, 0, 0, 0)	Crystal Reports	Success
9/28/01 4:01:00 AM	Administrator	, GoBirds, DateTime(2000, 1, 1, 0, 0, 0)	Crystal Reports	Pending

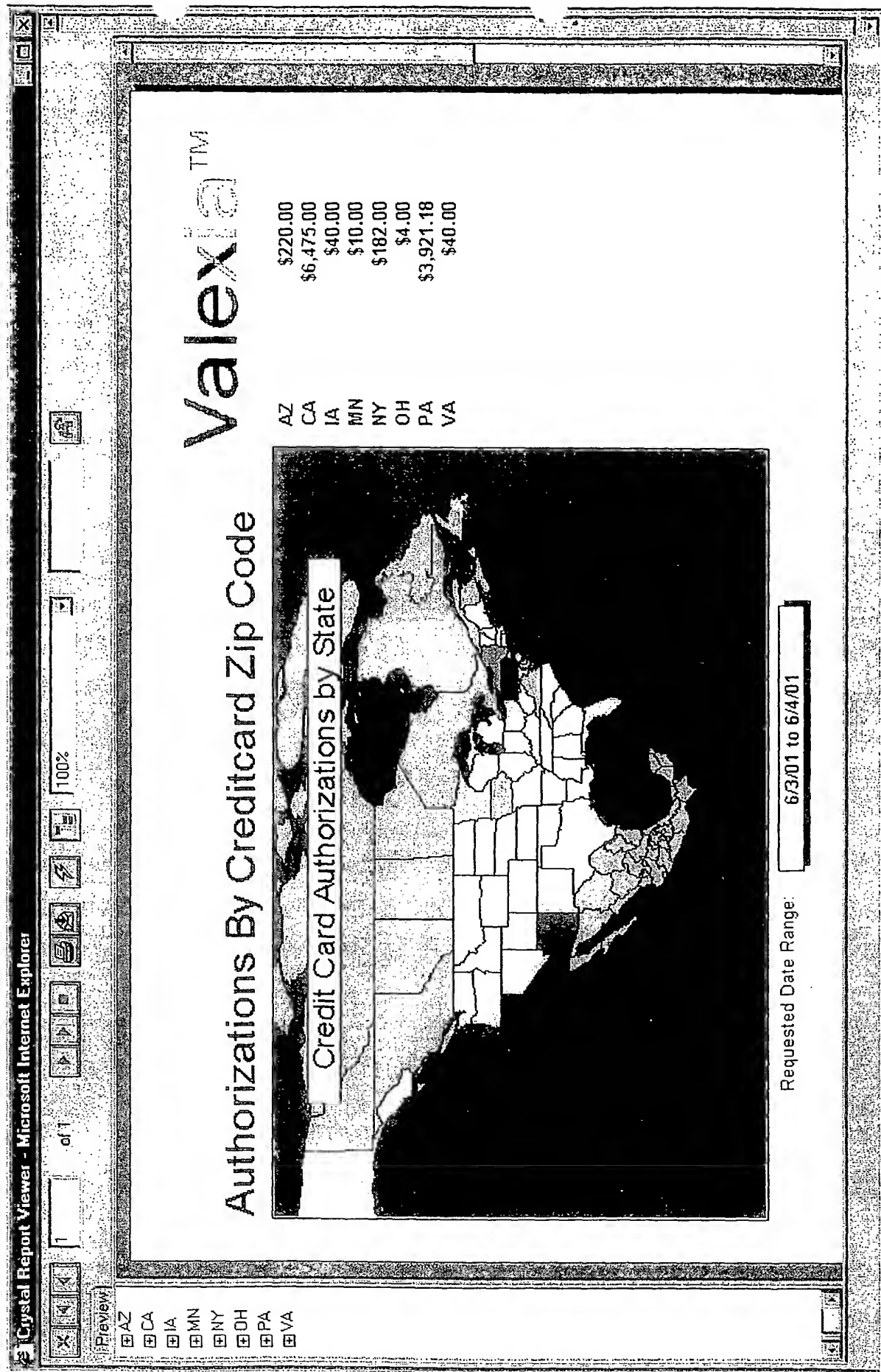
Page 1 of 1

FIG. 17

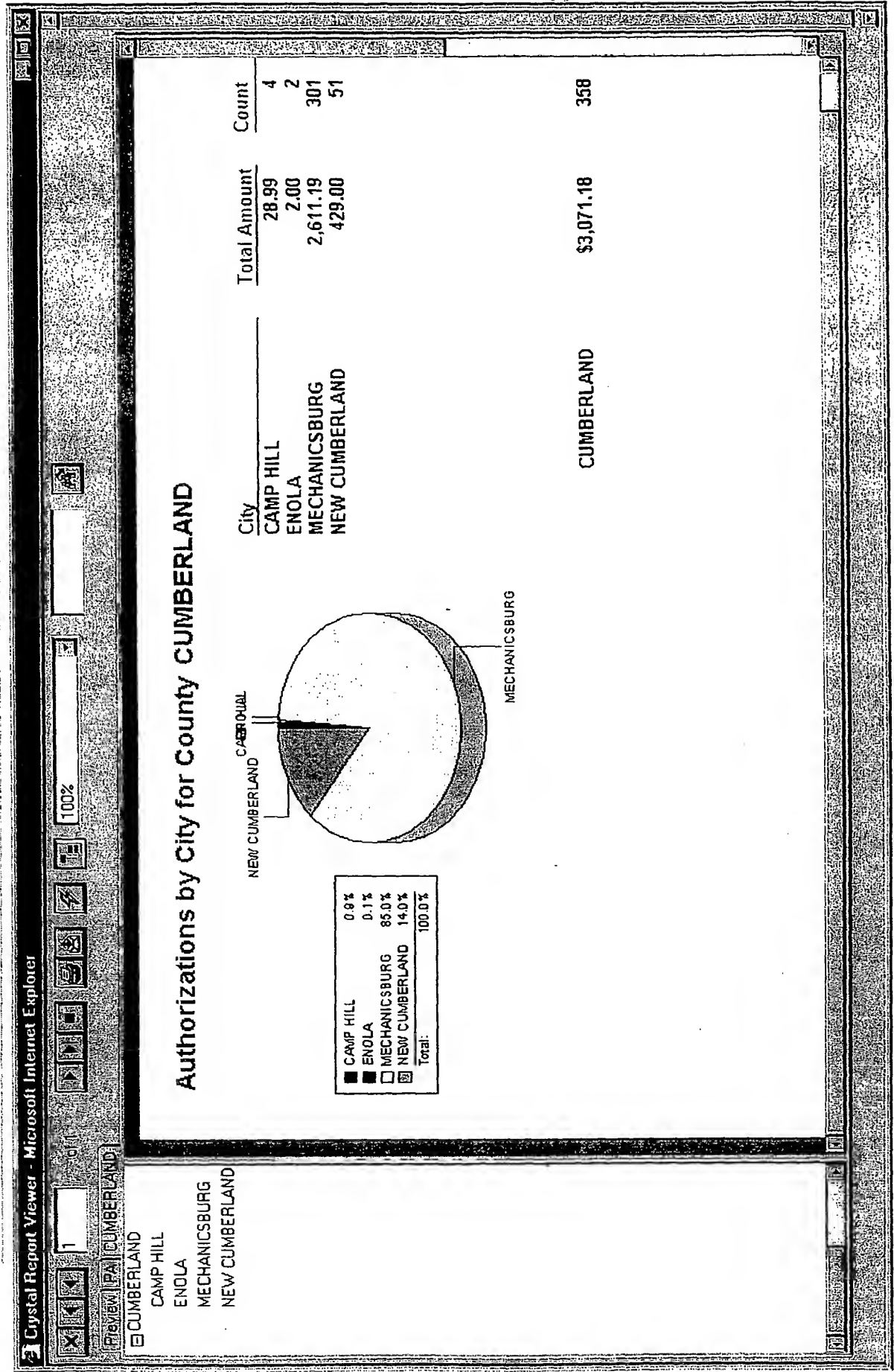
View Data Value Report Alerts



Adding Business Value Thru Interactive Reports



Adding Business Value Thru Interactive Reports



Sample – Account Balance Distribution by Purse

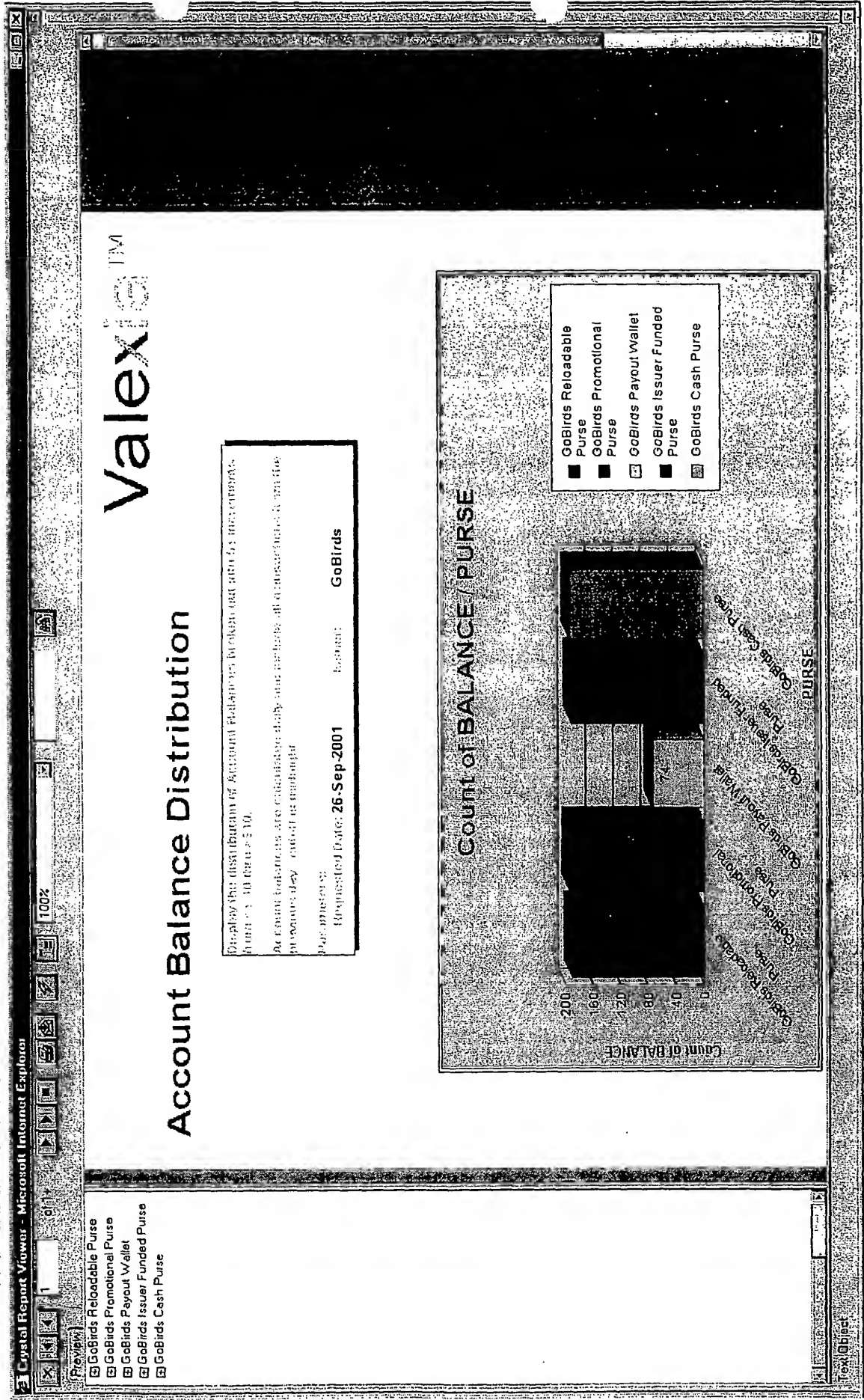


FIG. 21

Transaction Detail Report

Transaction Detail Report

Run date: 7/3/02 8:23:36AM
 Date Range: Jul 02, 2002 00:00 to Jul 03, 2002 00:00
 Issuer: Loyalty

CLIENT/SALENAME		ACCTREF		OYALTY ACCT#		TRANS AMOUNT		AVAILABLE REWARD COUNT		AVAILABLE REWARD AMT		ACCOMULATED REWARD VALUE		TOTAL RUNNING REWARD VALUE		REWARD?	
TXNDATE/TIME	TXNID	PROMONAME	TXNID	ACCTREF	OYALTY ACCT#	TRANS AMOUNT	TRIGGER COUNT	AVAILABLE REWARD COUNT	AVAILABLE REWARD AMT	ACCOMULATED REWARD VALUE	TRANSTYPE	TOTAL RUNNING REWARD VALUE	TRANSTYPE	ACCOMULATED REWARD VALUE	TOTAL RUNNING REWARD VALUE	REWARD?	
Loyalty Merchant 3																	
02-Jul-2002 9:05	5872803	TDP	5872803	84180125000400218215281800004	48037	1.00	1	0	0.00	0.00	DEBIT	1.00		0.00	1.00	Y	
02-Jul-2002 9:05	5872801	TDP	5872801	84180125000400218215281800004	48037	0.00	1	1	0.00	10.00	CREDIT	0.00		0.00	0.00		
02-Jul-2002 9:05	5872802	TDP	5872802	84180125000400218215281800004	48037	10.00	1	1	0.00	0.00	ACCOMULATION TOWARDS REWARD	0.00		0.00	0.00		
02-Jul-2002 9:05	5872803	TDP	5872803	84180125000400218215281800004	48037	1.00	0	0	0.00	0.00	DEBIT	1.00		0.00	1.00	Y	
02-Jul-2002 9:08	5872807	TDP	5872807	84180125000400218215281800005	48038	0.00	1	1	0.00	10.00	CREDIT	0.00		0.00	0.00		
02-Jul-2002 9:08	5872806	TDP	5872806	84180125000400218215281800005	48038	10.00	1	1	0.00	0.00	ACCOMULATION TOWARDS REWARD	0.00		0.00	0.00		
02-Jul-2002 9:08	5872805	TDP	5872805	84180125000400218215281800005	48038	1.00	0	0	0.00	0.00	DEBIT	1.00		0.00	1.00	Y	
02-Jul-2002 9:36	5873063	TDP	5873063	84180125000400218215281800006	48039	0.00	1	1	0.00	10.00	CREDIT	0.00		0.00	0.00		
02-Jul-2002 9:36	5873064	TDP	5873064	84180125000400218215281800006	48039	10.00	1	1	0.00	0.00	ACCOMULATION TOWARDS REWARD	0.00		0.00	0.00		
02-Jul-2002 9:36	5873065	TDP	5873065	84180125000400218215281800006	48039	1.00	0	0	0.00	0.00	DEBIT	1.00		0.00	1.00	Y	
02-Jul-2002 9:40	5873142	TDP	5873142	8418012502561021830937570000	48040	0.00	1	1	0.00	10.00	CREDIT	0.00		0.00	0.00		
02-Jul-2002 9:40	5873143	TDP	5873143	8418012502561021830937570000	48040	10.00	1	1	0.00	0.00	ACCOMULATION TOWARDS REWARD	0.00		0.00	0.00		
02-Jul-2002 9:40	5873144	TDP	5873144	8418012502561021830937570000	48040	1.00	0	0	0.00	0.00	DEBIT	1.00		0.00	1.00	Y	
02-Jul-2002 10:51	5875442	TDP	5875442	8418012502561021830937570001	48041	1.23	0	0	0.00	1.23	ACCOMULATION TOWARDS REWARD	0.00		0.00	0.00		
02-Jul-2002 10:53	5875443	TDP	5875443	8418012502561021830937570001	48041	0.00	1	1	0.00	10.23	CREDIT	0.00		0.00	0.00		

Sample - Daily Financial Batch Summary

Crystal Report Viewer - Microsoft Internet Explorer

Run date: 9/27/01 12:23:05PM

Batch status: **CLOSED**

Specified Date Range: 9/25/01 to 9/25/01

Issuer: **GoBirds**

Daily Financial Summary by Batch

WALLET NAME	EIN CODE	EIN SUBCODE	PRODUCT CODE	DAILY QUANTITY	DAILY AMOUNT	MTD QUANTITY	MTD AMOUNT
Cash Purse	30	10		0	\$0.00	6	\$0.00
	30	20		0	\$0.00	1	\$1.23
GoBirds Cash Purse			Totals:	0	\$0.00	7	\$1.23
	10			2	\$2.00	46	\$46.00
	20	75		3	\$15.00	101	\$302.00
	20	85		1	\$1.00	41	\$43.00
	30	10		2	\$0.00	76	\$0.00
	30	20		7	\$20.00	200	\$628.00
GoBirds Issuer Funded Purse			Totals:	15	\$38.00	164	\$1,019.00
	10			2	\$3.00	79	\$122.00
	20	85		1	\$3.00	40	\$120.00
	30	10		2	\$0.00	76	\$0.00
	30	20		3	\$16.00	63	\$387.00
GoBirds Payout Wallet			Totals:	8	\$22.00	258	\$629.00
	30	10		1	\$0.00	42	\$0.00
	30	20		1	\$2.00	40	\$79.00
GoBirds Promotional Purse			Totals:	2	\$2.00	82	\$79.00
	10			1	\$1.00	37	\$39.00
	20	85		1	\$4.00	40	\$135.00
	30	10		2	\$10.00	76	\$380.00
	30	20		1	\$1.00	44	\$46.00
GoBirds Reloadable Purse			Totals:	5	\$16.00	197	\$600.00
	10			2	\$4.50	66	\$262.50
	30	10		2	\$0.00	76	\$0.00
	30	20		2	\$9.50	94	\$454.50
Issuer Funded Purse			Totals:	5	\$14.00	236	\$717.00
	30	10		0	\$0.00	6	\$0.00

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Merchant Manager: View Merchants

Merchant Manager - MM003 - Microsoft Internet Explorer

Back

Forward

Stop

Home

Print

Find

Search

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View Merchants

You are logged in and working within Issuer Loyalty and Merchant Loyalty Default Client

Current Client Level:
Network

Alliance	Corporation	Chain	Franchise	Merchant
Loyalty Alliance A edit	Loyalty Corp A edit	Loyalty Chain A edit	Loyalty Franchise A edit	Loyalty Location A edit
				Loyalty Location B edit
Demo Alliance edit	Demo Corp edit	Demo Chain edit	Demo Franchise edit	
				Demo Location edit
				GaryTestTwo edit
				Kris edit
				GaryTest edit
				GaryTest edit
				Ursula edit
				Scoobydoo edit
				MerchantJess edit
Loyalty Beta Franchise edit	Loyalty Beta Location edit			

FIG. 24

Merchant Manager: General Information

Merchant Manager - MM0002 - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Modify Merchant Options
Modify General Info
Modify Address
Modify Contact Info
Modify Network Credentials
Modify Services
Modify Funding Info

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Merchant General Information

Is this setup for a? ☒ New Merchant ☐ New Merchant Location

Merchant Parent: Loyalty Franchise A

Merchant Level: Merchant

Doing Business As Name: Loyalty Location B

Business Legal Name: Loyalty Location B

Merchant Status: Active

Merchant Identifier (MID): 9032110699977343423

Merchant's Local Time Zone: Central Standard Time with Daylight Savings (America/Chicago)

Merchant Base Currency: U.S. Dollars

OK Reset Cancel

Campaign Manager: Creating a New Promotion

3 Campaign Manager - CM001 - Microsoft Internet Explorer

Back Forward

ValexiaSM

Create Promotion Steps

General Information

Promotion Name: _____

Description: _____

Activation Date: August 22 2002

Expiration Date: August 22 2002

Promotion is for Merchant: Loyalty Beta Location

Promotion Type: Triggered Forward From

Promotion Status: Active

Next **Reset** **Cancel**

FIG. 26

Campaign Manager View Promotions

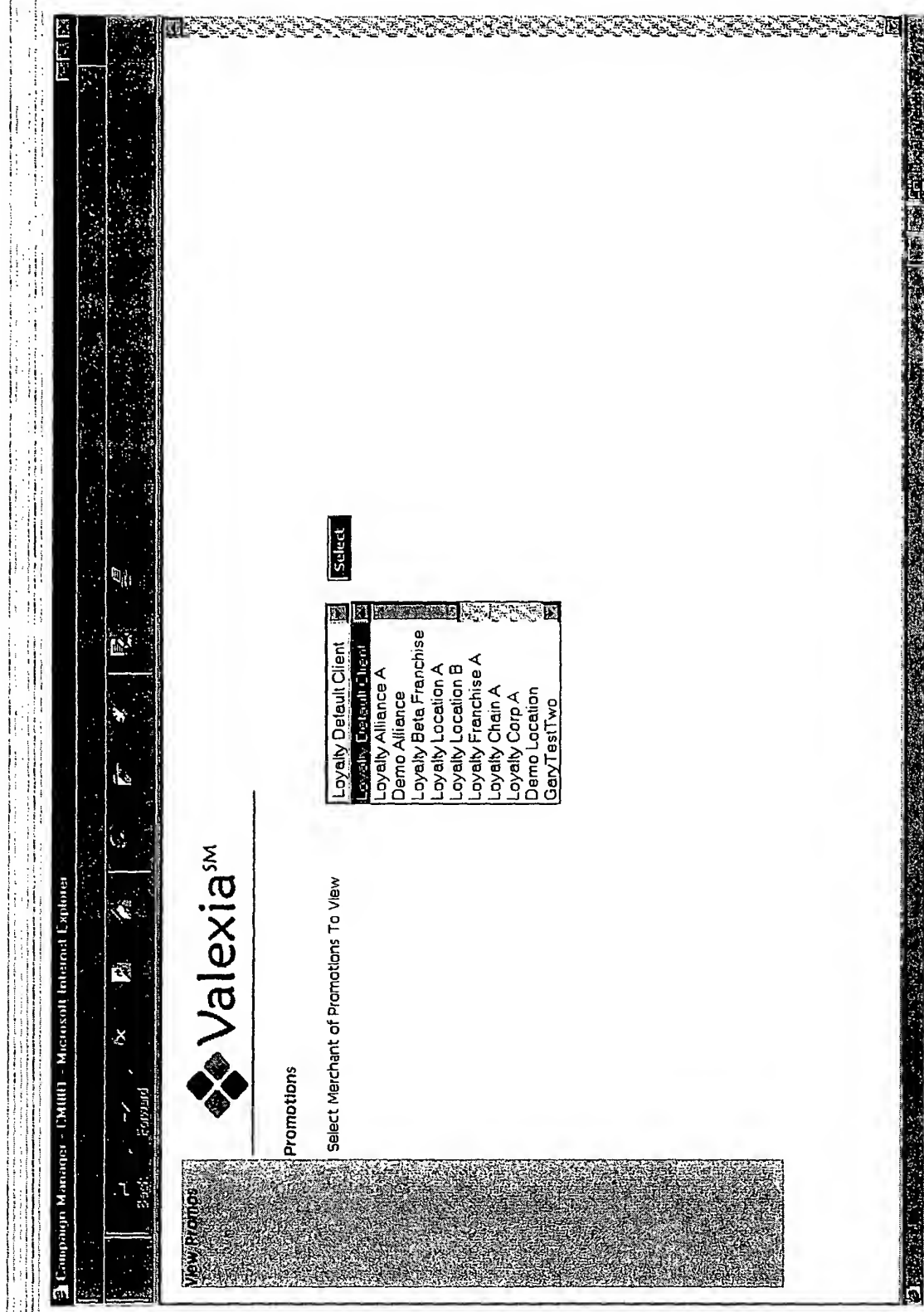


FIG. 27

Campaign Manager - CM001 - Microsoft Internet Explorer

Forward

New Promotions

ValexiaSM

Promotions

percentage discount
This promotion is 5% discount on \$30.00
The status is Active
edit

Day of the Week Reward
This promotion is reward for purchase on specific day of the week
The status is Active
edit

Beta 5%
This promotion is Every \$25 get 5% discount on current purchase.
The status is Active
edit

Printed Promo
This promotion is Print receipt to come back every 2 transactions
The status is Active
edit

Friday Reward
This promotion is printed receipt on given day of week
The status is Active
edit

901
This promotion is Single purchase of \$25 earn 5 points

38

Campaign Manager: Modify Promotion Info.

Campaign Manager - (X000) - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Modify Promotion Options
Modify Promotion Info
Modify Reward Promotion Info
Modify Reward Range
Modify POS Receipt
Modify Reward Received
Modify Reward Info
Modify Prepared Reward Info
Modify POS BY Purchase Amount

ValexiaSM

Promotion

Name:

Description:

Activation Date:

Expiration Date:

Promotion Type:

Promotion Status:

FIG. 29

Campaign Manager - CMMI - Microsoft Internet Explorer

The screenshot displays the 'Campaign Manager' application window, specifically the 'CMMI' tab. The top menu bar includes 'File', 'Edit', 'View', 'Tools', 'Window', and 'Help'. Below the menu is a toolbar with icons for various functions like opening files, saving, printing, and navigating between views. The main workspace is divided into several sections. On the left, there's a sidebar with icons for different campaign elements: Modify Promotion Options, Modify Promotion Link, Modify Reward Promotion Item, Modify Reward Range, Modify POS Receipt, Modify Reward Received, Modify Reward Time, Modify Transaction Info, and Modify Transaction Purchase Amount. The central area is titled 'Available Tags (Highlight the TagName, Copy, and paste into the box -->)' and contains a list of tags such as ~AccumulatorDifference~, ~AccumulatorValue~, ~AuthorizationAmount~, ~CardNumber~, ~CurrentDateTime~, ~IssuerName~, ~PromoDaysRemaining~, ~PromoName~, ~PurchaseAmount~, ~Reward~, ~RewardBalance~, ~RewardThreshold~, and ~UnitOfWorld~. To the right of this list is a large text input field labeled 'Use This Tag Name:' where the user can paste a selected tag. Below the tag list, there are two more text input fields. The first one is labeled 'Enter Verbiage With Embedded Tags For Receipt When Reward Occurs' and contains the text 'Congratulations you have received \$% off your purchase'. The second one is labeled 'Enter Verbiage For General Receipt' and contains the text 'Thank you for your purchase'. At the bottom right of the window, there are three buttons: 'OK', 'Reset', and 'Cancel'.

3

Campaign Manager: Modify Trigger Amount

Campaign Manager - CMM3 - Microsoft Internet Explorer

File Edit View Options Help

Modify Promotion Options

Modify Promotion Info

Modify Reward Promotion Info

Modify Reward Bin Ranges

Modify POS Receipt

Modify Reward Received

Modify Reward Time

Modify Triggered Reward Info

Modify Triggered Purchase Amount

ValexiaSM

Triggered Reward Promotion

Reward Occurs:

☐ When the single Purchase Amount is greater than or equal to U.S. Dollars

☒ When the accumulated Purchase Amount is greater than or equal to U.S. Dollars

Reset Accumulated Value: ☐ Every Day ☐ When the reward is triggered

Reset Accumulated Value To: U.S. Dollars

OK Reset Cancel

FIG. 31

Campaign Manager: Modify Reward Received

Campaign Manager - (M000) - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Modify Promotion Options

Modify Promotion Info

Modify Reward Promotion Info

Modify Reward Range

Modify POS Receipt

Modify Reward Received

Modify Reward Timing

Modify Triggered Reward Info

Modify Triggered Reward By Purchase Amount

ValexiaSM

Reward Promotion

Reward Received By Consumer:

Amount Reward: 00 Points

Percentage Discount Reward: 5.0 %

Maximum Single Reward Amount: 30.0 U.S. Dollars

Printed Reward:

OK Reset Cancel

FIG. 32

Campaign Manager: Modify Reward Timing

Campaign Manager - (M001) - Microsoft Internet Explorer

Modify Promotion Info
 Modify Reward Combination Info
 Modify Reward Amount
 Modify Reward Timing
 Modify Reward Received
 Modify Reward Timing
 Modify Reward Received
 Modify Reward Timing
 Modify Reward Received
 Modify Reward Timing
 Modify Reward Received
 Modify Reward Timing

Reward Promotion

When is the reward applied? ☐ During Current Purchase ☒ During Next Purchase

When consuming a reward during a purchase, does the purchase amount count towards future rewards? ☐ Yes ☒ No

Example: Buy 5 get 10% off a purchase. Consumer is on 4th purchase and makes another purchase. Here's what should happen:


Reward Applied During:	When Consuming a reward, does the purchase count toward future rewards?	Explanation
Current Purchase	Yes	Consumer receives 10% off this purchase, and starts over and has no purchases accumulated.
Current Purchase	No	This is really an invalid combination and behaves like the scenario shown above. The reason is that the first requirement forces the system to trigger rewards before doing a debit, while the second requirement forces the system to wait until we do the debit before triggering rewards.
Next Purchase	Yes	Consumer receives a 10% reward to be used on their next purchase, and starts over and has no purchases accumulated. They receive 10% discount on the next purchase, and that purchase increments their purchase count to one.
Next Purchase	No	Consumer receives a 10% reward to be used on their next purchase, and starts over and has no purchases accumulated. They receive 10% discount on the next purchase, and that purchase does not increment their purchase count.

OK Reset Cancel

FIG. 33

Customer Care - Transaction List

The customer's loyalty account transactions display.


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58983218

excuserv1

Log Out

58983218

Loyalty

58983218

Loyalty Default Client

00268717660268

Another Account

Account Info

Balances

Manual Adjustment

Transaction Info

<< Back

Valexia Customer Service - Account Transactions

Start Date = 07/01/2002 End Date = 07/10/2002

Transaction Date	Transaction Id	Transaction Type	Transaction Description	Amount	UOW Id	Reverse
07/10/2002 11:30:52	5898318	FINANCIALBUSINESSTRANSAC	The transaction type is for financial business transactions.	0.00	5898317	Not Reversible
07/10/2002 11:31:43	5898323	FINANCIALBUSINESSTRANSAC	The transaction type is for financial business transactions.	0.00	5898322	Not Reversible
07/10/2002 11:31:43	5898324	REWARD Default loyalty promo for Demo Merchant Location	The transaction type is for Rewards.	25.00	5898322	RevTxn: 5896322
07/10/2002 11:31:43	5898325	REWARD Default loyalty promo for Demo Merchant Location	The transaction type is for Rewards.	500.00	5898322	Not Reversible

<< Back

Customer Service